



lush *experiences*

CURATE • INSPIRE • INFLUENCE

The Leader in Luxury Travel Representation

lushcollection



Hotel d'Angleterre



Flemings Mayfair



Hotel Barrière Le Majestic



Hotel Barrière Le Normandy



Hotel Barrière Le Fouquet's



Le Roch Hotel & Spa



El Palace Barcelona



Villa d'Este



Villa La Massa



Romeo Hotel Napoli



Hotel Santa Caterina



Hotel Marina Riviera



Armani Hotel Milan



Hotel Metropole



Myconian Collection



Mystique Hotel



Vedema Resort



Blue Palace



Palazzo Venart



Palazzo Portinari Salviati



Spain Collection



Casablanca Tours



Privilege Italia



Exclusively Britain



Superb Tourist Services



Deluxe France

lushcollection



**Le Blanc Spa Resorts
Cancun**



**Le Blanc Spa Resorts
Los Cabos**



Sandy Lane



Eden Roc Cap Cana



**Hotel Barrière Le Carl
Gustaf**



The Palms Turks & Caicos



**The Shore Club on Long
Bay Beach**



**Calabash Luxury Boutique
Hotel**



**The Fullerton Bay Hotel
Singapore**



**The Fullerton Hotel
Singapore**



The Fullerton Hotel Sydney



Armani Hotel Dubai

Regarding Lush

Lush Experiences with offices in Colorado, Northeast and California, is one of America's premier Affluent Hospitality Sales & Marketing Representation companies whose focus is bringing together our clients with the finest luxury hotels, villas, and destination experts throughout the world with the top travel advisors. We are specialists in giving a voice and presence to each Lush Collection Member through a targeted approach using various sales and marketing channels, both traditional and modern.

Travel Advisors look to us for support, information and advice. As an exclusive Member of our Collection you will benefit from being in great company of others in The Leading Hotels of the World, Relais & Chateaux, Small Luxury Hotels, as well as consortiums such as Virtuoso, Signature Travel Network, Ensemble, Traveler Made and AMEX FH&R.

With extensive experience and knowledge, both Giuseppe Di Palma and Brad Beaty have stellar reputations with the recognition and respect of the industry's most influential travel professionals.



Endorsements

“I really love working with Lush Experiences. Hardest working people in travel. Your efforts are always appreciated.

– **Cindy Ducasse, TTI Travel**

“When dealing with Giuseppe and the Lush Experiences Collection I know I can depend on the fact that they are representing the best in the industry. They are always readily available to assist in any way possible and represents his properties at the highest level.” - **Andy Pesky, Protravel**

“You are both fabulous representatives – who not only bring us the best but help us and our clients.” – **Patricia Eisen, New Canaan Travel World**

“As the owner of Lush Experiences, Giuseppe has carried his philosophy from soley luxury hotels to superb DMC’s and unique villas, creating one of the most dynamic representation companies in the industry.”

– **Martin Rapp, Altour**



Endorsements

“Brad Beaty is the owner of Lush Experiences, in my opinion, the best representation company in the industry. It just feels like every hotel in their diverse collection is a perfect fit for our clients and every one of their DMC’s make us look like the best travel agency around. Their collection is big enough that their clients can collaborate and share best practices. It is also intimate enough where they truly form a special relationship with everyone in the Collection. Brad, his partner Giuseppe, Angel and the rest of the team are a pleasure to work with and I truly believe your business will show tremendous success by being part of their team. – **Joey Levy, EMBARK Beyond**”

“Brad and Giuseppe have been tireless in reminding us about their properties and developing new offers and appropriate COVID-19 term and conditions for our clients. For what it’s worth, I am e-mailed by at least a dozen other hotel representation companies and they are nowhere near as proactive, aware and creative.”
– **Andrew Newman, Black Tie Travel**



Our Sales Philosophy

- ❖ We act as your sales and marketing team in the North American market.
- ❖ We focus on our relationships with the top 20% of travel advisors without sacrificing the exposure with the remaining 80%.
- ❖ We work closely with luxury travel influencers that garner additional exposure for your hotel/DMC while also influencing those within our reach.
- ❖ With our bases in the New York and Los Angeles markets, we dedicate time to grow secondary markets that are not as frequently visited.
- ❖ Our team is experienced, each with a specialized skill set allowing us to work efficiently and effectively on both sales and marketing to reinforce your message and presence throughout the North American travel industry.
- ❖ We are known for maintaining the highest level of professionalism, knowledges, and experiences reflective of our world-renowned Collection Members.



Marketing Actions

Printed:

As part of our concerted effort for an eco-friendly world, we try to minimize the use of printed materials wherever we can. We find most advisors are appreciative of PDF follow-ups to our in-person meetings. On occasion, such as in a launch or event we will distribute brochures, fact sheets to advisors that prefer this medium.

Digital:

In conjunction with our sales strategy, we share the latest news and offers through a series of monthly e-mails to our database of over 18,000 luxury travel advisors as well as provide training opportunities through our Lush Open Forum Webinar Series, and original travel stories in our Lush Experiences Blog. Our Lush Collection Directory and our “Lush List” can easily be accessed on our website or through digital distribution.

Social Media:

Lush Experiences has an engaging presence on all four major social media channels (Facebook, Twitter, Instagram, and LinkedIn). We are sharing experiences clients can enjoy at our properties, exciting news, latest offers, breathtaking imagery.



Owners



Giuseppe Di Palma | Owing Partner

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Giuseppe has over 30 years of experience in the travel industry, including time as Director of Leisure Sales in North America for Concorde Hotels & Resorts, and Associate Director of Sales at The Carlyle. In addition to his North American experience, Giuseppe has spent more than 12 years working in luxury hotels in Italy, including holding the position of Director of Sales and Marketing at the Hotel Santa Caterina in Amalfi.

After 18 years living in the United States, Giuseppe recently obtained his citizenship. When not at work you will find this Italian in kitchen cooking up some delicacies.



Brad Beaty | Owing Partner

Brad@lushexperiences.com

Brad has extensive knowledge and supervision of sales, marketing, advertising, public relations and yield management for luxury resorts, as his past tenures include Director positions at Raffles Resort Canouan Island, La Samanna, St. Martin, and Four Seasons Resort Nevis. Prior to this he worked at The Mark in New York after relocating from Los Angeles. Brad founded Passages Distinctive Travel Marketing in 2006, and shortly after formed Passages of Distinction.

After 12 years of co-heading what was one of the top representation companies in North America, he resigned his partnership to re-challenge himself and to join his life partner as Co-Owner of Lush Experiences.

Your Team

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Joe Decker | General Manager
& Director of Marketing

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Heidi LaRusso | Sales
Executive, Northeast Region

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Angel Mejia | Director of Sales,
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Mckenzie Strait | Events and Sales Executive

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